

## REMARKS

Claims 1-16 are pending. Claims 1, 5, 6, 10, 12, and 16 have been amended. No new matter has been introduced. Reexamination and reconsideration of the present application are respectfully requested.

In the August 13, 2002 Final Office Action, the Examiner rejected claims 1-16. The Examiner rejected claims 1, 2, 6, 7, 12, and 13 under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 6,148,289 to Viridy (the Viridy reference), in view of U.S. Patent No. 6,175,830 to Maynard (the Maynard reference). The Examiner rejected claims 3, 8, 11, and 14 under 35 U.S.C. § 103(a) as being obvious over the Viridy reference, in view of the Maynard reference, and further in view of U.S. Patent No. 6,141,653 to Conklin et al. (the Conklin reference). The Examiner rejected claims 4, 5, 9, 10, 15, and 16 under 35 U.S.C. § 103(a) as being obvious over the Viridy reference, in view of the Maynard reference, and further in view of U.S. Patent No. 6,144,962 to Weinberg et al. (the Weinberg reference). These references are respectfully traversed.

The present invention relates to a system for searching and reporting an incidence of at least one trademark, tradename, celebrity name, and/or famous name in a Web page on the Internet. The system includes a computer system having a connection to the Internet, and a software program executing on the computer system. The software program is adapted to receive an input from a user of at least one trademark, tradename, celebrity name, and famous name to be searched. The software program then automatically creates a search string including at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name received from the user. The

software program also receives a URL address of the Web page on the Internet to be searched. The software program accesses and searches contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and then provides the search results of identified matches corresponding to the search string in the contents of the Web page of the URL address received.

Independent claim 1, as amended, recites:

*entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet;*

*automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name entered by the user,*

*receiving a URL address of the Web page on the Internet to be searched;*

*accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string; and*

*providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.*

The Viridy reference is directed to a resource discovery system and method for facilitating local commerce on the World Wide Web. For example, distinguishing and classifying business pages on the Web by business categories using Standard Industrial Classification (SIC) codes are achieved through an automatic iterative

process that effectively localizes the Web.

The Virdy reference does not disclose, teach, or suggest the method of independent claim 1, as amended. As already acknowledged by the Examiner, the Virdy reference does not teach "creating a search string and matches the corresponding to the search string" (Final Office Action, page 3, lines 18-19). The search string in the Virdy reference is pre-defined, and not generated based on input from the user. The method of independent claim 1, as amended, involves user interaction to create a search string. Moreover, unlike independent claim 1, as amended, the Virdy reference does not make any mention of *entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, and accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string.*

The Virdy reference does not disclose *entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, as recited in independent claim 1, as amended.* The Virdy reference merely teaches that registration information, such as company name, contact, street address, and the IP address, for a *domain name* may be obtained from the InterNIC database (col. 3, lines 42-51). There is no mention at all of *entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, as recited in independent claim 1, as amended.*

Moreover, the Virdy reference does not disclose *accessing and searching*

*contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string*, as recited in independent claim 1, as amended. The Virdy reference only shows that a domain name and its associated registration information (e.g., company name, contact, etc.) may be searched in a URL database or the InterNIC database (col. 4, lines 20-25; col. 5, lines 9-16 and lines 32-46; and col. 6, lines 1-12), but there is no mention of accessing and searching *contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string*, as recited in independent claim 1, as amended. The Virdy reference is silent in teaching that the created search string is compared to the contents of a Web page to return matching results to the user.

The Maynard reference does not make up for the deficiencies of the Virdy reference. The Maynard reference does not disclose, teach, or suggest the method of independent claim 1, as amended. Unlike independent claim 1, as amended, the Maynard reference does not disclose *entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name entered by the user, receiving a URL address of the Web page on the Internet to be searched, and accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string*. In particular, the Maynard reference only shows searching a records database utilizing a search query, wherein the results are provided in an order or collapsible/expandable tree structure based on information

from categorical tags included in finite elements that are associated with the records matching the search query (Abstract; col. 1, lines 40-67; col. 4, lines 6-32; col. 6, lines 58-67; col. 7, lines 1-47; and Figs. 2B, 3, and 5B). The method of independent claim 1, as amended, in which a search string is *automatically created* based on entry by the user of a *trademark, tradename, celebrity name, and famous name* to be searched in a *Web page* on the Internet, and the *contents of the Web page are accessed and searched for matches* to the search string, is different from the searching of a records database with a search query, as in the Maynard reference.

The Conklin reference does not make up for the deficiencies of the Virdy reference and the Maynard reference. The Conklin reference is directed to an Internet brokering system for conducting negotiations. More particularly, the Conklin reference relates to systems for creating sponsored communities over a network, such as the Internet, to enable iterative, multivariate negotiations.

The Conklin reference does not disclose, teach, or suggest the process of independent claim 1, as amended. Unlike independent claim 1, as amended, the Conklin reference makes no mention of *entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name entered by the user, receiving a URL address of the Web page on the Internet to be searched, and accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string.* The Conklin reference only discloses

that communications between systems may be secured by utilizing encryption, such as Secure Sockets Layer (SSL) (col. 22, lines 8-30).

The Weinberg reference does not make up for the deficiencies of the Virdy reference and the Maynard reference. The Weinberg reference is directed to database management, analysis, and visualization software tools for maintaining Web site functionality. In particular, the Weinberg reference relates to software tools that facilitate the management and analysis of World Wide Web sites and other types of database systems that utilize hyperlinks to facilitate user navigation.

The Weinberg reference does not disclose, teach, or suggest the method of independent claim 1, as amended. Unlike independent claim 1, as amended, the Weinberg reference does not make any mention of *entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name entered by the user, receiving a URL address of the Web page on the Internet to be searched, and accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string.* The Weinberg reference only shows that a user may select items in a menu-type window that are then highlighted, and may also display hidden links on a site map (col. 17, lines 5-20; and col. 22, lines 1-30). Accordingly, applicants respectfully submit that independent claim 1, as amended, distinguishes over the above-cited references.

Independent claims 5, 6, 10, 12, and 16, all as amended, recite limitations similar to independent claim 1, as amended. Claims 2-4 all directly depend from independent claim 1, as amended. Claims 7-9 and 11 all directly depend from independent claim 6, as amended. Claims 13-15 all directly depend from independent claim 12, as amended. Accordingly, applicants respectfully submit that claims 2-16 distinguish over the above-cited references for the reasons set forth above with respect to independent claim 1, as amended.

Independent claim 5, as amended, recites, in part:

*automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name entered by the user, and*

*automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and famous name entered by the user.*

Independent claim 5, as amended, further distinguishes over the above-cited references. None of the above-cited references make any mention at all of *automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name entered by the user, and automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and famous name entered by the user, as recited in independent claim 5, as amended.*

In particular, the Weinberg reference teaches that the textual content of a Web page may be passed through a spell checker application to perform a site-wide spell check (col. 20, lines 3-8). However, none of the above-cited references, including the Weinberg reference, disclose creating a *search string including the at least one trademark, tradename, celebrity name, and famous name and the automatically created homonyms and phonetic equivalents* based on the at least one trademark, tradename, celebrity name, and famous name entered by the user, as recited in independent claim 5, as amended. Homonyms and phonetic equivalents of a word or term are *not* readily determined utilizing a spell checker. None of the above-cited references make any mention at all of determining homonyms and phonetic equivalents of a word or term for use in a search string. Accordingly, applicants respectfully submit that independent claim 5, as amended, further distinguishes over the above-cited references.

Independent claims 10 and 16, both as amended, recite limitations similar to independent claim 5, as amended. Accordingly, applicants respectfully submit that independent claims 10 and 16, both as amended, also further distinguish over the above-cited references for the reasons set forth above with respect to independent claim 5, as amended.

Applicants believe that the foregoing amendments place the application in condition for allowance, and a favorable action is respectfully requested. If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call either of the undersigned attorneys at the Los Angeles telephone number (213) 488-7100 to discuss the steps necessary for placing the application in condition for allowance should the Examiner believe that such a



telephone conference would advance prosecution of the application.

Respectfully submitted,

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## APPENDIX

### **VERSION WITH MARKINGS TO SHOW CHANGES MADE**

#### IN THE CLAIMS:

Please amend claims 1, 5, 6, 10, 12, and 16 as follows:

1. (Twice Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on [an] the Internet, comprising:

entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet;

automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name entered by the user;

[entering] receiving a URL address of [a] the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address [entered] received for matches in the contents of the Web page corresponding to the search string; and

providing search results of identified matches corresponding to the search string [within] in the contents of the Web page of the URL address [entered].

5. (Amended) [The method of searching and reporting according to claim 1, further including the step of:] A method of searching and reporting an incidence of at

least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

[determining homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name to create the search string including the at least one trademark, tradename, celebrity name, and famous name and homonyms and phonetic equivalents]

entering, by a user, the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet;

automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name entered by the user;

automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string; and

providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

6. (Twice Amended) A system for searching and reporting an incidence of

at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on [an] the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to receive an input from a user of the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page on the Internet, to automatically create a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name received from the user, to receive a URL address of [a] the Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and to provide search results of identified matches corresponding to the search string [within] in the contents of the Web page of the URL address [received].

10. (Amended) [The system for searching and reporting according to claim 6, wherein the software program is further adapted to determine homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name to create the search string including the at least one trademark, tradename, celebrity name, and famous name and homonyms and phonetic equivalents] A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the

Internet, comprising:

a computer system having a connection to the Internet; and  
a software program executing on the computer system adapted to receive  
an input from a user of the at least one trademark, tradename, celebrity name,  
and famous name to be searched in the Web page on the Internet, to  
automatically create homonyms and phonetic equivalents of the at least one  
trademark, tradename, celebrity name, and famous name received from the  
user, to automatically create a search string including the at least one trademark,  
tradename, celebrity name, and famous name and the automatically created  
homonyms and phonetic equivalents based on the at least one trademark,  
tradename, celebrity name, and famous name received from the user, to receive  
a URL address of the Web page on the Internet to be searched, to access and  
search contents of the Web page of the URL address received for matches in  
the contents of the Web page corresponding to the search string, and to provide  
search results of identified matches corresponding to the search string in the  
contents of the Web page of the URL address.

12. (Twice Amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on [an] the Internet, comprising:

instructions for receiving from a user the at least one trademark,  
tradename, celebrity name, and famous name to be searched in the Web page  
on the Internet;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name based on the at least one trademark, tradename, celebrity name, and famous name received from the user;

instructions for receiving a URL address of [a] the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string; and

instructions for providing search results of identified matches corresponding to the search string [within] in the contents of the Web page of the URL address [entered].

16. (Amended) [The software program according to claim 12, further including:] A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

[instructions for determining homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name to create the search string including the at least one trademark, tradename, celebrity name, and famous name and homonyms and phonetic equivalents]

instructions for receiving from a user the at least one trademark, tradename, celebrity name, and famous name to be searched in the Web page

on the Internet;

instructions for automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and famous name received from the user;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, and famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string; and

instructions for providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.